8/1/88

TO: ALL SALES PERSONNEL

Please note the following and act accordingly.

J.R. Casey

J.M. Piscitelli
Chain Account Manager

RJR Sales Company
28251 Lorain Road
North Olmsted, Ohio

JMP-293-88

RJR

AUG 0 1 REC'D

July 26, 1988

D.M. 18 1 88
T.C.
S.R.M. 1 8 1 88
S.A.

Re: Sohio Oil Company
(Sohio/Boron/BP/Gulf/Gibbs/Gas & Go)
Chain I.D. #1114-01-00 - 1114-23-00
and #1224-00-00

"NEW DORAL DISTRIBUTION/DISPLAY/ADVERTISING PROGRAM"

Division Managers:

The new Sohio Doral program is ready to be implemented. During the week of August 1st, all Sohio Mini Marts except the Columbus and Dayton districts will receive an automatic distribution of 23 cartons of Doral. Dayton districts will receive their distribution the week of August 15th, and Columbus districts the week of August 22nd. The breakdown is indicated on the attached letter of authorization.

During the week of August 8th (Dayton: August 22nd, and Columbus: August 29th), representatives must call on all Sohio Mini Marts to implement the authorized program.

WINDOW BANNER: You have received sufficient supply to place four (4) banners per location. These banners are to be placed back to back and are designed to be located in the Mini Mart's side windows. See Attachment II for recommended placement. Due to the number of styles of Mini Marts, have representatives work with station managers for best placement without blocking view of pumps or creating a security problem. Extra window banners should be retained and used for replacements.

Enclosed is a sufficient quantity of special banner holders for each set of signs. It is recommended that only two per sign are utilized so that station's attendants may lift up signs to wash windows.

It is imperative that our black letter and numeral fonts are utilized to indicate pricing on the window banner. NO HAND-WRITTEN SIGNS ARE PERMITTED. It is recommended that the pack price be posted.

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Source: https://www.industrydocuments.ucsf.edu/docs/lrdy0000

EASEL CARDS: You have received sufficient easel cards for one per station and a few extra for replacements. This easel card is to be placed in any location agreeable with our sales representative and station manager. The black letter and numeral fonts must also be used on this sign.

CCD'S: A self-service or non-self service display is authorized. If only Doral and Cambridge are being carried, then plan-o-gram Attachment III should be utilized. If Doral, Cambridge, and other generics are available, then Attachment IV should be utilized.

The Doral unit should be placed either self-service or non-self service, however, in small locations where it could jeopardize our RJR Combined Display program, it should be placed on the back bar. In most cases, you will find that the back bar in full view of the consumers will be the most viable and easiest to maintain location.

I have been able to prevent Philip Morris' $23/$33 price-value display because RJR is willing to share this unit. Please ensure that your sales representatives fully understand this and do not jeopardize this display program by not placing competitive brands on our shared unit. In addition, Philip Morris is giving the equivalent to seven (7) free cartons per station ($63.00). This money is contingent on placing the five Cambridge styles as indicated on the plan-o-gram. Your sales representatives can explain to the managers that without the display, they do not receive RJR's or Philip Morris' promotional monies to their district offices.

CCD PLAN DOR MUST BE ENTERED INTO S.I.S.
EFFECTIVE AUGUST, 1988.

DORAL SAVINGS CENTERS: 3-wide and 7-wide Savings Centers are authorized at manager's discretion. Store's volume, space, and good judgment must be utilized when placing these units. If placed, unit must have security and no packs.

PLAN 2X OR 2Y MUST BE ENTERED INTO S.I.S.

Regional guidelines are to be followed in obtaining space and tagging the unit.

In the letter of authorization (Attachment I), stations are instructed to set up a separate key for generic pricing. If the manager has any questions on how to program the register they should contact their supervisor immediately.

Much time, support and money has been spent in the developing and printing of the banner and easel card. Please have your representatives give this program immediate attention so that we maximize our return on investment. This program will assist us in increasing our distribution from 50% to 100% if worked properly.

...CONTINUED...

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Source: https://www.industrydocuments.ucsf.edu/docs/lrdy0000

I would appreciate hearing from each of you on the acceptance of this program. Division Managers who are responsible for Sohio's district offices, should contact them immediately to advise them of the dates we will be implementing this program in their district.

If you have any questions, please do not hesitate to contact me.

Cordially,

J. M. Piscitelli

JMP/ccs

Attachments

cc: Area Vice-Presidents
Regional Sales Managers
D. C. Hunt
C. P. Pendy
B. K. Stockdale

M-2

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Source: https://www.industrydocuments.ucsf.edu/docs/lrdy0000